

WHAT IS CLAIMED IS:

1. A method for targeting content to an audience, comprising:
creating at least one rule to define the audience to receive the content;
gathering information from more than one source to compile the audience, wherein the more than one source includes organizational structure information; and
tagging the audience to the content.
2. The method of Claim 1, wherein creating the at least one rule to define the audience further comprises creating the at least one rule from a set of rule types, including: an attribute based rule type; a member type; and an organizational rule type.
3. The method of Claim 2, wherein gathering information from the more than one source to compile the audience, further comprises gathering information from pre-existing lists of members.
4. The method of Claim 2, wherein gathering information from the more than one source to compile the audience including the organizational structure information, further comprise accessing a directory to obtain the organizational structure.
5. The method of Claim 2, wherein creating the at least one rule to define the audience, further comprises using a set of operators to link more than one rule.
6. The method of Claim 5, further comprising compiling each of the rules before applying the operators to link the rules.
7. The method of Claim 6, further comprising scheduling the compilation of the rules on a predetermined basis.

8. The method of Claim 5, further comprising providing access to the content tagged to the audience through a web interface.

9. The method of Claim 5, further comprising storing the at least one rule to define the audience as an XML representation.

10. A system for targeting content to an audience, comprising:
a server including a network communication device coupled to a network and a data store, and a content targeting application configured to perform actions, including:

accessing at least one rule that defines the audience

compiling at least one rule to define the audience;

accessing at least one source of members, wherein at least one of the sources of members is an organizational structure; and

tagging the content to the audience;

a client including a display, a network communication device coupled to the network, and an application that is configured to perform actions, including:

receiving the content; and

displaying the content.

11. The system of Claim 10, wherein accessing the at least one rule to define the audience further comprises accessing the at least one rule from a set of rule types, including: an attribute based rule type; a member type; and an organizational rule type.

12. The system of Claim 11, wherein compiling the at least one rule to define the audience, further comprises using a set of operators to link more than one rule.

13. The system of Claim 12, further comprising, compiling each of the rules before applying the operators to link the rules.

14. The system of Claim 11, further comprising scheduling the compilation of the rules on a predetermined basis.

15. The system of Claim 14, wherein displaying the content further comprises displaying the tagged content to the audience through a web interface.

16. A computer-readable medium having computer executable instructions for targeting content, the instructions comprising::

creating rules to define an audience to receive the content;
gathering information from more than one source to compile members of the audience, wherein the more than one source includes an organizational structure;
and
tagging the content to the audience.

17. The computer-readable medium of Claim 16, wherein creating the rules to define the audience further comprises creating the rules from a set of rule types, including: an attribute based rule type; a member type; and an organizational rule type.

18. The computer-readable medium of Claim 17, wherein gathering information from the more than one source to compile the members of the audience, further comprises gathering information from pre-existing lists of members.

19. The computer-readable medium of Claim 17, wherein gathering information from the more than one source to compile the audience including the organizational structure, further comprise accessing an active directory to obtain the organizational structure.

20. The computer-readable medium of Claim 17, wherein creating the rules to define the audience, further comprises using a set of operators to link the rules.

21. The computer-readable medium of Claim 20, further comprising compiling each of the rules before applying the operators to link the rules.

22. The computer-readable medium of Claim 17, further comprising scheduling the compilation of the rules on a predetermined basis.

23. The computer-readable medium of Claim 5, further comprising providing access to the tagged content to the audience through a web interface.